

ESTTA Tracking number: **ESTTA1085285**

Filing date: **09/29/2020**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92025859
Party	Defendant General Cigar Co., Inc.
Correspondence Address	ANDREW DEUTSCH DLA PIPER LLP US 2000 AVENUE OF THE STARS SUITE 400 LOS ANGELES, DE 90067 UNITED STATES Primary Email: Andrew.Deutsch@dlapiper.com Secondary Email(s): David.Huff@dlapiper.com, mkrinsky@rbskl.com, joshua.schwartzman@us.dlapiper.com, john.nading@us.dlapiper.com 212.335.4880
Submission	Testimony For Defendant
Filer's Name	Andrew L. Deutsch
Filer's email	andrew.deutsch@us.dlapiper.com, Joshua.Schwartzman@us.dlapiper.com, john.nading@us.dlapiper.com, Valerie.fadis@us.dlapiper.com
Signature	/Andrew L. Deutsch/
Date	09/29/2020
Attachments	Abbot Annex W Public Version.pdf(5259 bytes) Abbot Annex X.pdf(817727 bytes) Abbot Annex Y.pdf(1301442 bytes) Abbot Annex Z.pdf(2478206 bytes) Abbot Annex AA - Public.pdf(5260 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

-----	X	
EMPRESA CUBANA DEL TABACO, d.b.a.	:	
CUBATABACO,	:	
	:	
Petitioner,	:	
	:	Cancellation No. 92025859
v.	:	
	:	
GENERAL CIGAR CO., INC.,	:	
	:	
Respondent.	:	
	:	
-----	X	

Steven Abbot – Annex W

Filed Under Seal

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 1147309

For the mark COHIBA

Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273

For the mark COHIBA

Date registered: June 6, 1995

-----	X	
EMPRESA CUBANA DEL TABACO, d.b.a.	:	
CUBATABACO,	:	
	:	
Petitioner,	:	
	:	Cancellation No. 92025859
v.	:	
	:	
GENERAL CIGAR CO., INC.,	:	
	:	
Respondent.	:	
	:	
-----	X	

Steven Abbot – Annex X

For Immediate Release

June 29, 2006

Contact: Victoria McKee

General Cigar Co., Inc.

201.216.9256

vmckee@gcigar.com

GENERAL CIGAR UNVEILS COHIBA BLACK

New York, NY—On the heels of the Supreme Court's landmark ruling which affirmed General Cigar's exclusive ownership of the COHIBA brand in the U.S., General Cigar is proud to unveil COHIBA® BLACK, a super premium collection that will be available at fine tobacco shops throughout the U.S. beginning in mid-August 2006.

Developed by iconic Cigar Master Daniel Núñez and meticulously handcrafted in the Dominican Republic, COHIBA® Black cigars are adorned with a hearty Connecticut Broadleaf wrapper that is aged on the plant to yield an exceptionally rich, dark and bold leaf. Bound with sun-grown Dominican Piloto Cubano which is aged in tercios for three years, and filled with a blend of hand-selected tobaccos, each also aged in tercios for three years, COHIBA® Black contains Mexican and Dominican filler. An espresso of a cigar, COHIBA® Black cigars boast a characteristic deep color and rich, complex flavor.

According to Bill Chilian, director of marketing for COHIBA Black cigars, "It was a laborious process for Daniel Nuñez to develop a suitable blend to complement the highly successful COHIBA® collection. We believe that in creating COHIBA® Black, Daniel has brought to market an exciting cigar that is destined to be an instant addition to the smoking repertoires of devoted fans of the COHIBA® brand."

COHIBA® Black is the first line extension of the venerable COHIBA® brand in five years.

Cloaked in an eye-catching, solid mahogany box, COHIBA® Black cigars will be available in four frontmarks.

COHIBA® Black Churchill measures 7" x 49, is packaged in boxes of 25, and will sell at retail for \$16.55 per cigar, or \$413.75 per box. At 5 ½" x 42, COHIBA® Black Corona cigars will sell at retail for \$10.50 per cigar or \$262.50 for a 25-count box. Individually protected in elegant crystal tubes, COHIBA® Black Robusto cigars measure 5 ½" x 50, and will carry a suggested retail price of \$13.50 per cigar, or \$108 for an eight-count box. Rounding out the collection is COHIBA® Black Supremo, a 6" x 54 cigar which will be available for \$15.25 per cigar, or \$381.25 for a 25-count box.

The COHIBA® line of premium cigars is handcrafted in the Dominican Republic and is a favorite among cigar connoisseurs. In addition to the COHIBA® hallmark line, General Cigar manufactures and markets COHIBA® XV which was introduced in 2001.

About General Cigar

General Cigar Co., Inc., a subsidiary of Swedish Match, manufactures and markets handcrafted cigars for the premium market. Passionate about delivering cigars of the finest quality, General Cigar produces Macanudo®, Partagas®, COHIBA®, Punch®, Excalibur®, Hoyo de Monterrey®, La Gloria Cubana® and several other industry-leading brands, which are sold through tobacconists nationwide. In addition, the company grows its own proprietary Connecticut Shade wrapper tobacco, as well as natural and candela wrapper in the Dominican Republic. General Cigar also operates Club Macanudo®, a cigar bar in New York City. For more information, please visit www.cigarworld.com

®COHIBA, Macanudo, Partagas, Punch, Excalibur, Hoyo de Monterrey, La Gloria Cubana and Club Macanudo are registered trademarks of General Cigar Co., Inc.

#



January 31, 2008
Contact: Victoria McKee
General Cigar Co., Inc.
732.721.0317
vmckee@gcigar.com

THE EXTRAVAGANT TASTE OF COHIBA

Cohiba® cigars bear a rich and storied history that began when Christopher Columbus visited the Dominican island of Hispanola. There, he found the indigenous people smoking cured tobacco leaves which they called "Cohiba." Today, the tradition of Cohiba continues with three unique collections that exemplify the highest expression of a cigar maker's art.

Cohiba

True cigar connoisseurs know the Dominican Cohiba as one of the finest cigar brands in the U.S. market. To merit the venerable name Cohiba, a cigar must be handcrafted with the best and rarest tobaccos. Adorned with a rich Cameroon wrapper, bound with a Jember binder from Indonesia and filled with a special blend of Dominican tobacco available exclusively to General Cigar, Cohiba cigars come in 12 unique sizes.

Cohiba XV

Introduced in 2001, Cohiba Extra Vigoroso (XV) cigars are extremely flavorful and have become synonymous with super premium cigars. Cohiba XV is dressed in the finest, most robust Ecuadorian Sumatra wrapper leaves which are harvested from the top of the plant and are aged in tercios for three years. Bound with the highest quality Connecticut Broadleaf and blended with the most exemplary Nicaraguan and Dominican Piloto Cubano Ligerio leaves, Cohiba XV is made in five sizes.

Cohiba Black

Cohiba Black cigars are embellished with a hearty Connecticut Broadleaf wrapper that is aged on the plant to yield an exceptionally rich, dark and bold leaf. Bound with sun-grown Dominican Piloto Cubano and filled with a blend of hand-selected tobaccos, each also aged in tercios for three years, Cohiba Black contains Mexican and Dominican filler. An espresso of a cigar, Cohiba Black cigars boast a characteristic deep color and rich, complex flavor. This collection boasts five distinct offerings.

About General Cigar

General Cigar Co., Inc., a subsidiary of Swedish Match, manufactures and markets handcrafted cigars for the premium market. Passionate about delivering cigars of the finest quality, General Cigar produces Macanudo®, Partagas®, Cohiba, Punch®, Excalibur®, Hoyo de Monterrey®, La Gloria Cubana® and several other industry-leading brands, which are sold through tobacconists nationwide. In addition, the company grows its own proprietary Connecticut Shade wrapper tobacco, as well as natural and candela wrapper in the Dominican Republic. General Cigar also operates Club Macanudo®, a cigar bar in New York City. For more information, please visit www.cigarworld.com

® Cohiba, Macanudo, Partagas, Excalibur, Hoyo de Monterrey, La Gloria Cubana and Club Macanudo are registered trademarks of General Cigar Co., Inc.

#

Cohiba XV Makes a Triumphant Return to Retail

COHIBA XV will soon grace the humidors of select tobacconists across the United States.

Beginning in April, 2005, Cohiba XV will be distributed in extremely limited quantities in its first semiannual release.

Once the allotment of Cohiba XV has been depleted at retail, consumers will have to wait until November, 2005 to purchase the cigars again.

The five cigar, super-premium collection is meticulously handcrafted in the Dominican Republic and features select Ecuadoran Sumatra wrapper leaves, a proprietary blend of Nicaraguan and Dominican tobacco, and a rich Connecticut Broadleaf binder.

A sister brand to the venerable Cohiba brand, Cohiba XV was first introduced in 2001, and met with rave reviews. In fact, the *Robb Report* named Cohiba XV to its esteemed "Best of the Best" list.

Made in the Dominican Republic. Never associated with the Cuban cigar sold under the same name sold outside the United States. Not made from Cuban-grown tobaccos.



For Immediate Release

July 8, 2008

Contact: Victoria McKee

General Cigar Co. Inc.

732.721.0317

vmckee@gcigar.com

COHIBA PURO DOMINICANA

Richmond, VA— Following more than 30 years of cultivating tobacco in the Dominican Republic and on the heels of nearly two decades in development, Cigar Master Daniel Núñez is proud to release Cohiba® Puro Dominicana.

The story of Cohiba Puro Dominicana is steeped in the brand's history. When Dominican Taino Indians introduced Christopher Columbus to their beloved "Cohiba" cigars, they shared with him indigenous tobacco leaves borne of Dominican soil. Today, Cohiba Puro Dominicana celebrates the heritage of the venerable brand with a collection of cigars made solely of Dominican tobacco.

The result of hundreds of prototypes and countless hours of experimentation with natural seeds developed solely by General Cigar's dedicated research and development team, Cohiba Puro Dominicana is the ultimate tribute to Daniel's country and to the tobacco that he has so carefully nurtured throughout the years.

Cultivated in the island's Cibao and Northwestern agricultural growing regions, each component of this cigar, beginning with every tiny seed and encompassing specific soil types, speaks to Daniel's tireless commitment to developing Dominican tobacco. The tobaccos are blended in striking proportion, marrying each other while retaining the inherent characteristics of the Dominican growing areas from which each leaf was harvested. These proprietary tobaccos have been aged in tercios and charcoaled wooden barrels to enhance their natural flavor.

The Cigar Master comments, "For me, Cohiba Puro Dominicana is a dream come true, for this collection showcases the extraordinary range of flavor that can be achieved through Dominican tobacco. In allowing these natural seeds to soak in an extraordinary flavor and richness from the soil, I believe that Cohiba Puro Dominicana will bring increased prominence to Dominican tobacco. This, our first collection of Dominican puro cigars is just the beginning, because I believe that there are infinite possibilities for Dominican tobacco."

Cooper Gardiner, vice president of marketing notes, "It is an indisputable fact that Daniel Núñez is a founding father of the Dominican tobacco industry. Beginning in the 1970s with the experience he gleaned through Texas A & M's cooperation with the Dominican Ministry of Agriculture and spanning his thirty-plus years commitment to developing Dominican tobacco, Daniel has created Cohiba Puro Dominicana to fulfill the luxury cigar smoker's desire for a superbly crafted cigar with a smooth, ultra-refined taste. We believe he has accomplished this in spades."

Boasting depth of aroma and complexity of taste that are at once refined and rich, Cohiba Puro Dominicana cigars are the most exquisite in the history of the Cohiba brand.

-more-

2/2/2

To smoke Cohiba Puro Dominicana is to be ushered into a world of flavorful aroma, surrounded by nuances of taste that are evident in every draw. The organic soil which bore the tobaccos offers a unique complexity that speaks of the essence of Dominican tobacco. Long after this cigar is enjoyed, reminders of the pleasant aroma linger on the palate.

Scheduled for release in early October, Cohiba Puro Dominicana features four super premium frontmarks, each nestled in boxes containing 25 cigars. The **Churchill** (7" x 49) will sell for \$20.50 per cigar, \$512.50 per box, and the **Corona** (5 ½" x 42) will bear a suggested retail price of \$13.50 per cigar and a box price of \$337.50. The **Robusto** measures 5 ½" x 50 and will cost \$17.00 per cigar, or \$425 per box. Rounding out the collection is a **Toro** (6" x 54) that will be available for \$19.50 per cigar and \$487.50 per box.

About General Cigar

General Cigar Co. Inc., a subsidiary of Swedish Match, manufactures and markets handcrafted cigars for the premium market. Passionate about delivering cigars of the finest quality, General Cigar produces Macanudo®, Partagas®, Cohiba, Punch®, Excalibur®, Hoyo de Monterrey®, La Gloria Cubana® and several other industry-leading brands, which are sold through tobacconists nationwide. In addition, the company grows its own proprietary Connecticut Shade wrapper tobacco, as well as natural and candela wrapper in the Dominican Republic. General Cigar also operates Club Macanudo®, a cigar bar in New York City. For more information, please visit www.cigarworld.com

® Cohiba, Macanudo, Partagas, Excalibur, Hoyo de Monterrey, La Gloria Cubana and Club Macanudo are registered trademarks of General Cigar Co., Inc.

#

For Immediate Release

March 3, 2005

Contact: Victoria McKee

General Cigar Co., Inc.

212.448.3824

vmckee@gcigar.com

Cohiba Miniatures to Make Retail Debut
New Product Fueled by Demand for Small Cigars

New York, NY— Thanks to the upcoming retail debut of Cohiba® Miniatures, tobacconists will soon have a cigarillo-size Cohiba to meet the rising demand for small premium cigars, courtesy of General Cigar, makers of Cohiba cigars.

In April of 2005, select tobacconists will receive their inaugural shipments of Cohiba Miniatures, which will be sent in a handsome display that highlights 75 cigars. The product will be available nationally, starting in May of 2005, for a suggested retail price of \$10.99 for a tin containing 10 cigars.

Cohiba Miniatures measure 3 ¾" x 24, are crafted in the Dominican Republic with the same unique blend of select filler tobaccos as full-size Cohiba cigars, and are also wrapped in the rich sun-grown Cameroon leaf that has made Cohiba cigars a staple in the smoking repertoires of super-premium cigar connoisseurs.

Bill Chilian, director of marketing for General Cigar comments, "Cohiba Miniatures fill a niche within the small cigar category by allowing consumers to experience an outstanding, exquisite-tasting Cohiba cigar in a size that can be enjoyed in a fraction of the time it takes to smoke larger cigars."

General Cigar Co., Inc. manufactures and markets handcrafted cigars for the premium market. Committed to delivering cigars of the finest quality, General Cigar produces Macanudo®, Partagas®, Cohiba®, Punch®, Excalibur®, Hoyo de Monterrey® and several other leading premium brands. In addition, the company grows its own premium Connecticut Shade wrapper tobacco, as well as natural and candela wrapper in the Dominican Republic. General Cigar also operates Club Macanudo®, a cigar bar in New York City. Based in New York City, General Cigar sells through tobacconists nationwide. For the location of the nearest retailer, please visit www.cigarworld.com

® Cohiba Miniatures, Macanudo, Partagas, Punch, Excalibur, Hoyo de Monterrey and Club Macanudo are registered trademarks of General Cigar Co., Inc.

#



January 31, 2008
Contact: Victoria McKee
General Cigar Co., Inc.
732.721.0317
vmckee@gci-ar.com

THE EXTRAVAGANT TASTE OF COHIBA

Cohiba® cigars bear a rich and storied history that began when Christopher Columbus visited the Dominican island of Hispanola. There, he found the indigenous people smoking cured tobacco leaves which they called "Cohiba." Today, the tradition of Cohiba continues with three unique collections that exemplify the highest expression of a cigar maker's art.

Cohiba

True cigar connoisseurs know the Dominican Cohiba as one of the finest cigar brands in the U.S. market. To merit the venerable name Cohiba, a cigar must be handcrafted with the best and rarest tobaccos. Adorned with a rich Cameroon wrapper, bound with a Jember binder from Indonesia and filled with a special blend of Dominican tobacco available exclusively to General Cigar, Cohiba cigars come in 12 unique sizes.

Cohiba XV

Introduced in 2001, Cohiba Extra Vigoroso (XV) cigars are extremely flavorful and have become synonymous with super premium cigars. Cohiba XV is dressed in the finest, most robust Ecuadorian Sumatra wrapper leaves which are harvested from the top of the plant and are aged in tercios for three years. Bound with the highest quality Connecticut Broadleaf and blended with the most exemplary Nicaraguan and Dominican Piloto Cubano Ligero leaves, Cohiba XV is made in five sizes.

Cohiba Black

Cohiba Black cigars are embellished with a hearty Connecticut Broadleaf wrapper that is aged on the plant to yield an exceptionally rich, dark and bold leaf. Bound with sun-grown Dominican Piloto Cubano and filled with a blend of hand-selected tobaccos, each also aged in tercios for three years, Cohiba Black contains Mexican and Dominican filler. An espresso of a cigar, Cohiba Black cigars boast a characteristic deep color and rich, complex flavor. This collection boasts five distinct offerings.

About General Cigar

General Cigar Co., Inc., a subsidiary of Swedish Match, manufactures and markets handcrafted cigars for the premium market. Passionate about delivering cigars of the finest quality, General Cigar produces Macanudo®, Partagas®, Cohiba, Punch®, Excalibur®, Hoyo de Monterrey®, La Gloria Cubana® and several other industry-leading brands, which are sold through tobacconists nationwide. In addition, the company grows its own proprietary Connecticut Shade wrapper tobacco, as well as natural and candela wrapper in the Dominican Republic. General Cigar also operates Club Macanudo®, a cigar bar in New York City. For more information, please visit www.cigarworld.com

® Cohiba, Macanudo, Partagas, Excalibur, Hoyo de Monterrey, La Gloria Cubana and Club Macanudo are registered trademarks of General Cigar Co., Inc.

#



COHIBA NICARAGUA

IPCPR 2014

The artisans of Cohiba are proud to unveil the brand's first cigar to be blended and handcrafted in Nicaragua.

Jhonys Diaz, vice president of operations for General Cigar, lead development of Cohiba Nicaragua. "It was a laborious process to develop a Nicaraguan cigar to complement the existing Cohiba portfolio. This cigar is layered and sophisticated. It delivers the complexity and strength of Nicaragua, with a bold and balanced flavor not achieved by any Nicaraguan puro on the market."

Blended with the finest hand-selected leaves from the volcanic soils of Estelí and Jalapa, Cohiba Nicaragua is full flavored and intricately balanced. This exquisite new offering from Cohiba features a proprietary blend that begins with a lustrous Colorado Oscuro sun-grown wrapper and a burly binder leaf from Jalapa. The rich Jalapa tobaccos are masterfully complemented by powerful and spicy leaves hand-selected to represent the very best of Estelí.

As finesse is of paramount importance, Cohiba Nicaragua is a rich, creamy smoke, peppered with bold notes of spice and touches of sweetness.

This Nicaraguan collection ushers in an entirely new dimension of taste to the Cohiba portfolio, while the brand's commitment to flawless construction is strictly upheld.

Cohiba Nicaragua will be available beginning in October. N60, N54 and N45 come in 16-count boxes. N50 En Crystale comes in an 8-count box.

N60 (6" x 60), SRP per cigar is \$14.99

N54 (5.5" x 54), SRP per cigar is \$13.99

N50 En Crystale (5" x 50), SRP per cigar is \$12.99

N45 (4" x 45), SRP per cigar is \$9.99



Contact: Victoria McKee
General Cigar Company/Cohiba
732.721.0317
Victoria.mckee@st-group.com

COHIBA DEBUTS COMADOR CIGAR IN PARTNERSHIP WITH SHAWN "JAY Z" CARTER

Richmond, VA -- General Cigar Company announces the launch of [Comador](#), a super premium cigar developed in partnership with Shawn "JAY Z" Carter.

Comador was developed under Cohiba®, the preeminent luxury brand owned by [General Cigar](#), and marks JAY Z's first collaboration in the handmade cigar category.

Shawn "JAY Z" Carter said, "I worked with Cohiba because I knew they'd take my vision of a luxury cigar and bring it to life in the right way. We took our time working on this, to get the blend to exactly where I wanted it to be. Comador looks and tastes the way I think a cigar should."

The artisans of Cohiba spent two years collaborating with JAY Z to develop the cigar's flavor and characteristics.

Dan Carr, president of General Cigar commented, "As a visionary, artist and connoisseur, JAY Z is the epitome of modern luxury and the ideal partner for Cohiba. JAY brought tremendous creativity to the development of Comador, and we responded by leveraging Cohiba's assets to deliver an amazing cigar using rare, proprietary tobaccos, with contemporary, urbane packaging."

Comador is a 6" x 52 toro-size cigar made entirely of proprietary tobaccos from the world's most revered growing regions. Handcrafted in Santiago, Dominican Republic, Comador features a rare Connecticut Havana wrapper prized for its exquisite flavor and deep, lustrous appearance. When blended with hand-selected leaves from the Caribbean and Central America, the flavor delivers nuances of wood and notes of spice for an unforgettable smoking experience.

Comador is launching with three formats. The **Comador Humidor** is bound in hand-finished leather with a sleek, metallic Shawn Carter Collection crest that opens vertically to reveal 14 meticulously constructed cigars. Seven additional Comador cigars are contained inside the enclosed hand plated travel humidor which is lined in Spanish cedar. Mahogany-lined doors, custom cedar trays and a humidification unit comprise the exquisite humidor which contains 21 cigars, with the capacity to house 63 cigars. Only 350 humidors have been made to commemorate the launch of Comador. This limited edition statement piece is available for a suggested retail price of \$999. The **Comador Travel Humidor** is available for purchase as a stand-alone item. Containing seven Comador cigars, it sells for the suggested retail price of \$350. Rounding out the collection is the **Comador Robusto Box** which contains a wheel of seven Comador cigars housed in a bold, vertical-format box, for a suggested retail price of \$210.

Comador is available for purchase at www.comadorcigar.com, at [Club Macanudo](#) and 40/40 Club in New York, and will be sold at select Barneys locations until January 2, 2014. For more information, please visit www.comadorcigar.com.

About Cohiba Cigars

True cigar connoisseurs recognize Dominican Cohiba cigars as one of the finest brands available in the U.S. Critically acclaimed for their meticulous construction and refined taste, the core brand of Cohiba is complemented by these premium collections: Cohiba Black, Cohiba Edición Diamante, Cohiba Puro Dominicana and Cohiba XV.

General Cigar Co. is the leading manufacturer and marketer of handcrafted cigars for the premium market. Committed to delivering cigars of the finest quality, General Cigar's skilled artisans produce Macanudo®, Cohiba, La Gloria Cubana®, Partagas®, CAO®, Punch®, Hoyo de Monterrey®, Excalibur® and several other leading premium brands in the company's Dominican, Honduran and Nicaraguan factories. In addition, the company cultivates proprietary tobacco which is used exclusively in its blends. General Cigar also operates Club Macanudo®, a cigar bar in New York City. Based in Richmond, VA, General Cigar sells through tobacconists nationwide and also exports select products to 62 countries. For more information, please visit www.cigarworld.com.

® Cohiba, Macanudo, La Gloria Cubana, Partagas, CAO, Punch, Hoyo de Monterrey, Excalibur and Club Macanudo are registered trademarks of General Cigar Company.

#



COHIBA LUXURY SELECTION NO. 2

IPCPR 2015

Cohiba is proud to extend its critically-acclaimed Luxury Selection line with a new, limited edition vitola called No. 2.

The new pareo ships in October and is made with the identical, sublime blend of tobaccos that made Cohiba Luxury Selection a must-have cigar for connoisseurs. *Robb Report* agreed, and named Cohiba Luxury Selection to its coveted "Best of the Best" list for 2015.

The blend begins in a primitive, equatorial African forest, where generations of the Meerapfel family have painstakingly cultivated a particularly refined Cameroon wrapper called Meerapfel African Gold. This extraordinary leaf is the stuff of legend, for the blood red soil yields an extremely rare tobacco that is a sight to behold as it is to smoke. Aged for five years, this ethereal tobacco comprises the very foundation of Cohiba Luxury Selection.

The binder and filler leaves are hand-selected and carefully fermented in a proprietary process lasting four months before undergoing an additional six months of aging in rum barrels.

Upon emerging from the artisans hands, the freshly-rolled cigars rest in special aging cases sprinkled with cedar shavings and tobacco leaves to enhance their flavor. The result is a cigar of incomparable taste and aroma.

Given the rarity of tobaccos and the amount of time it takes to create Cohiba Luxury Selection, only 1,000 boxes of the No. 2 frontmark have been made.

Cohiba Luxury Selection No. 2 -- 6" x 52
SRP per cigar is \$38.00



Cohiba Luxury Sampler

IPCPR 2016

Presenting a curated selection of Cohiba's top-rated cigars. Within this new offering is a quintet of the brand's most desirable cigars, representing Cohiba Black, Nicaragua and the flagship Cohiba Red Dot collection.

Created for those who demand the finer things in life, this special package has been custom designed to cradle each cigar for the ultimate expression of luxury. A suggested retail price of \$75 makes this an ideal item for gift giving.

The Cohiba Luxury Sampler will be available beginning in October and contains one each of the cigars listed below.

Cohiba Nicaragua N45 – 4 x 45

Cohiba Red Dot Corona – 5.13 x 42

Cohiba Red Dot Lonsdale Grande – 6.25 x 47

Cohiba Black Corona – 5.5 x 42

Cohiba Black Churchill -- 7 x 49



January 31, 2008
Contact: Victoria McKee
General Cigar Co., Inc.
732.721.0317
vmckee@gci-ar.com

THE EXTRAVAGANT TASTE OF COHIBA

Cohiba® cigars bear a rich and storied history that began when Christopher Columbus visited the Dominican island of Hispanola. There, he found the indigenous people smoking cured tobacco leaves which they called "Cohiba." Today, the tradition of Cohiba continues with three unique collections that exemplify the highest expression of a cigar maker's art.

Cohiba

True cigar connoisseurs know the Dominican Cohiba as one of the finest cigar brands in the U.S. market. To merit the venerable name Cohiba, a cigar must be handcrafted with the best and rarest tobaccos. Adorned with a rich Cameroon wrapper, bound with a Jember binder from Indonesia and filled with a special blend of Dominican tobacco available exclusively to General Cigar, Cohiba cigars come in 12 unique sizes.

Cohiba XV

Introduced in 2001, Cohiba Extra Vigoroso (XV) cigars are extremely flavorful and have become synonymous with super premium cigars. Cohiba XV is dressed in the finest, most robust Ecuadorian Sumatra wrapper leaves which are harvested from the top of the plant and are aged in tercios for three years. Bound with the highest quality Connecticut Broadleaf and blended with the most exemplary Nicaraguan and Dominican Piloto Cubano Ligero leaves, Cohiba XV is made in five sizes.

Cohiba Black

Cohiba Black cigars are embellished with a hearty Connecticut Broadleaf wrapper that is aged on the plant to yield an exceptionally rich, dark and bold leaf. Bound with sun-grown Dominican Piloto Cubano and filled with a blend of hand-selected tobaccos, each also aged in tercios for three years, Cohiba Black contains Mexican and Dominican filler. An espresso of a cigar, Cohiba Black cigars boast a characteristic deep color and rich, complex flavor. This collection boasts five distinct offerings.

About General Cigar

General Cigar Co., Inc., a subsidiary of Swedish Match, manufactures and markets handcrafted cigars for the premium market. Passionate about delivering cigars of the finest quality, General Cigar produces Macanudo®, Partagas®, Cohiba, Punch®, Excalibur®, Hoyo de Monterrey®, La Gloria Cubana® and several other industry-leading brands, which are sold through tobacconists nationwide. In addition, the company grows its own proprietary Connecticut Shade wrapper tobacco, as well as natural and candela wrapper in the Dominican Republic. General Cigar also operates Club Macanudo®, a cigar bar in New York City. For more information, please visit www.cigarworld.com

® Cohiba, Macanudo, Partagas, Excalibur, Hoyo de Monterrey, La Gloria Cubana and Club Macanudo are registered trademarks of General Cigar Co., Inc.

#



The artisans of Cohiba are proud to unveil **COHIBA CONNECTICUT**, a super-premium release that marks an important milestone for the brand, as this is the first Cohiba to be wrapped in Connecticut Shade.

Cohiba Brand Ambassador Sean Williams said, "Our agronomists partnered with an independent grower in Ecuador's Los Rios province to produce a silky and lustrous Ecuadoran Connecticut Shade wrapper. Unlike cloth-covered fields that shield the tobacco from the blistering sun in Connecticut, this special wrapper is grown beside Ecuador's Vines River and beneath the thick, natural cloud cover that blankets the region. The volcanic soil yielded a wrapper that was intentionally developed for its aesthetic qualities, with veins that are barely perceptible. Looks aside, the wrapper is ideal for blending, as it maximizes the filler and binder leaves."

Brazilian Mata Fina and Dominican Piloto Cubano lend complexity to the blend, and Nicaraguan Jalapa enhances the strength of the cigar, while Dominican Olor adds depth to the smoke. A Mexican San Andean binder complements the filler leaves and delivers optimal combustibility. This is a mild-to-medium-bodied smoke with a rich aroma and compelling notes of sweetness and spice.

Cohiba Connecticut is handcrafted by artisans at General Cigar Dominicana and is a full-time addition to the Cohiba portfolio. It will ship to retailers in early March and will be available in these four sizes:

Robusto (5.5" x 50); SRP per cigar \$19.99; each box contains 20 cigars

Crystal Robusto (5" x 50); SRP per cigar \$20.99; each box contains 10 cigars

Toro (6.25" x 52); SRP per cigar \$21.99; each box contains 20 cigars

Gigante (6" x 60); SRP per cigar \$22.99; each box contains 20 cigars

In support of Cohiba Connecticut, Sean Williams will visit fine cigar shops nationwide to share the blend with discerning cigar smokers.

For more information about Cohiba, please visit www.cohiba.com.

COHIBA®

SPECTRE

The artisans of Cohiba are proud to unveil **COHIBA SPECTRE**, a small batch release unmatched in the world of handmade cigars. This extraordinary expression of Cohiba speaks of luxury and prestige, embodying painstaking fermentation and aging techniques employed exclusively in this rarefied offering.

Spectre features eight varietals of tobacco, showcasing a broad spectrum of growing regions, soils and microclimates. In all, five countries of origin are represented, elevating the smoking experience to the point of transcendence.

Jhonys Diaz, master blender for Cohiba said, "Cohiba Spectre is like the finest Bordeaux wine. The tobaccos we selected are the product of ideal climatic conditions and a passion for tending to the tobacco at every step of the process. Through proprietary aging techniques, these tobaccos have developed in flavor and complexity, resulting in a smoking experience that cannot be otherwise be replicated."

The wrapper is a rare Ecuadoran Sumatra. During the curing process, a small percentage of upper-priming leaves developed a unique reddish hue and were set aside for deeper aging. These extraordinary leaves underwent additional fermentation lasting six months, during which time the tobacco's flavor became profoundly more elegant. Ultimately, only eight barrels of wrapper tobacco were deemed worthy of adorning Cohiba Spectre.

The blend speaks to the highest art of tobacco mastery. Dominican Piloto Cubano, aged in tercios since its 1995 harvest, is configured at the center of the bunch, flanked by Nicaraguan Esteli leaves from the 2011 and 2014 crops. The hand-selected Nicaraguan leaves were aged in Spanish Sherry barrels to impart a rich aroma and a delicate undercurrent of sweetness. A trio of Honduran leaves (Olancho San Agustin from the 2002 crop, with Jamastran and La Entrada from the 2011 crop) form a circumference of complexity, lending earthy notes and subtle spice to the blend.

This is a cigar of refinement, one with aesthetics and construction that can only be described as flawless. As such, a mere 180 boxes of Cohiba Spectre have been produced, and the exquisite cigars are made by just one roller, Ms. Xirolma Céspedes and one buncher, Mr. Ruben Dario Perez Peña. Representing a combined expertise spanning nearly five decades, these artisans are renowned for their exceptional dexterity and meticulous attention to detail.

To maximize the flavor of the tobaccos contained within, Cohiba Spectre has been made solely in a 7.25" x 54 format. The cigars are presented in a circular red and silver box, in which ten cigars are housed. A box can be purchased for \$900, and individual cigars selling for \$90.

COHIBA®

SPECTRE

The artisans of Cohiba are proud to unveil **COHIBA SPECTRE 2019**, a small batch release that speaks to the highest art of tobacco mastery. For this, the second edition of Spectre, countless hours were spent in developing the blend.

An intimate knowledge of tobacco led the artisans to designate some leaves for aging in tercios to refine their flavors, while increasing the complexity of other leaves through a months-long finishing in fragrant Spanish Sherry casks. The result is not just a cigar, but an occasion unto itself.

The wrapper is deeply fermented, hand selected Nicaraguan Jalapa. During the curing process, a small percentage of upper-priming leaves were set aside for deeper aging. These extraordinary leaves underwent additional fermentation lasting six months, during which time the tobacco became profoundly more elegant. Ultimately, only eight barrels of wrapper tobacco were deemed worthy of adorning Cohiba Spectre.

The blend speaks to profound aging, as each leaf has been aged between four and sixteen years. The Nicaraguan Jalapa and Esteli filler leaves underwent a special finishing in fragrant Spanish Sherry barrels to bring forth intriguing notes of wood and molasses. When paired with Brazilian Mata Fina filler leaves and a Connecticut Broadleaf binder, the experience is one of complexity and refinement.

Only 180 boxes of Cohiba Spectre have been produced, and the exquisite cigars are made by just one roller, Ms. Xirolma Céspedes and one buncher, Mr. Ruben Dario Perez Peña. Representing a combined expertise spanning nearly five decades, these artisans are renowned for their exceptional dexterity and meticulous attention to detail.

To maximize the nuances of the tobaccos contained within, Cohiba Spectre has been made solely in a 6" x 49 vitola. The cigars are presented in a circular red and silver box, in which ten cigars are housed. A box can be purchased for \$900, and individual cigars sell for \$90.

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 1147309

For the mark COHIBA

Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273

For the mark COHIBA

Date registered: June 6, 1995

-----	X	
EMPRESA CUBANA DEL TABACO, d.b.a.	:	
CUBATABACO,	:	
	:	
Petitioner,	:	
	:	Cancellation No. 92025859
v.	:	
	:	
GENERAL CIGAR CO., INC.,	:	
	:	
Respondent.	:	
	:	
-----	X	

Steven Abbot – Annex Y

CONNECT (/CONNECT/)

BLUE (/THE-COLLECTION/BLUE/)

RED DOT (/THE-COLLECTION/RED-DOT/)

BLACK (/THE-COLLECTION/COHIBA-BLACK/)

MACASSAR (/THE-COLLECTION/COHIBA-MACASSAR/)

NICARAGUA (/THE-COLLECTION/COHIBA-NICARAGUA/)

CONNECTICUT (/THE-COLLECTION/CONNECTICUT/)

ROYALE (/THE-COLLECTION/ROYALE/)

SPECTRE (/THE-COLLECTION/SPECTRE/)

THE COLLECTION (/THE-COLLECTION/)

BLUE

Luxury without the pretense



CONNECT (/CONNECT/)

With Cohiba Blue, the artisans crafted the best that Honduras has to offer. The blend commences with a creamy, palate-pleasing Honduran wrapper. Next, they deepen the experience by adding savory, yet mellow Nicaraguan, Dominican, and Honduran tobaccos that complement the wrapper brilliantly. Lastly, the cigar is finished with an earthy Honduran binder that creates a creamy, yet savory smoking experience that's sure to have people coming back for more.

WRAPPER

Honduran Habano

BINDER

Honduran Habano

FILLER

Nicaraguan, Dominican, and Honduran

FRONTMARKS & SIZES:

- CHURCHILL: 7.5 x 50
- TORO: 6 x 54
- ROBUSTO: 5.5 x 50
- ROBUSTO TUBO: 5.5 x 50



[FIND BLUE \(/FIND-COHIRA\)](#)

[CONNECT \(/CONNECT/\)](#)

[PRIVACY \(/PRIVACY-POLICY\)](#) |

[TERMS \(/TERMS-OF-USE\)](#) |

[CONTACT US \(/CONTACT-US\)](#)

©2020 General Cigar

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease.

[CONNECT \(/CONNECT/\)](#)

[BLUE \(/THE-COLLECTION/BLUE/\)](#)

[RED DOT \(/THE-COLLECTION/RED-DOT/\)](#)

[BLACK \(/THE-COLLECTION/COHIBA-BLACK/\)](#)

[MACASSAR \(/THE-COLLECTION/COHIBA-MACASSAR/\)](#)

[NICARAGUA \(/THE-COLLECTION/COHIBA-NICARAGUA/\)](#)

[CONNECTICUT \(/THE-COLLECTION/CONNECTICUT/\)](#)

[ROYALE \(/THE-COLLECTION/ROYALE/\)](#)

[SPECTRE \(/THE-COLLECTION/SPECTRE/\)](#)

[THE COLLECTION \(/THE-COLLECTION/\)](#)

RED DOT

A modern classic



Synonymous with extravagant taste and complex flavor, true cigar connoisseurs know Cohiba as one of the world's finest cigars. Meticulously handcrafted in the Dominican Republic, Cohiba is the product of masterful blending. Featuring three varieties of Cuban seed tobaccos aged under the watchful eyes of our artisans, Cohiba is a dimensional, slightly-spicy smoke created for the initiated.

WRAPPER

Cameroon

BINDER

Jember (Indonesian)

FILLER

Dominican (Piloto Cubano)

FRONTMARKS & SIZES:

- CHURCHILL 7x49
- LONSDALE GRANDE 6.25x47
- GIGANTE 6x60
- TORO TUBO 6x50
- CRYSTAL CORONA 5.5x42
- ROBUSTO 5x49
- ROBUSTO FINO 4.75x47
- PEQUEÑOS 4.18x36
- CORONA MINOR 4x42
- MINIATURES 3.875x24



FIND RED DOT (IND-C-HIBA)

[PRIVACY \(PRIVACY-POLICY\)](#) |
[TERMS \(TERMS-OF-USE\)](#) |
[CONTACT US \(CONTACT-US\)](#)

©2020 General Cigar

[CONNECT \(CONNECT\)](#)

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease.

[CONNECT \(/CONNECT/\)](#)

[BLUE \(/THE-COLLECTION/BLUE/\)](#)

[RED DOT \(/THE-COLLECTION/RED-DOT/\)](#)

[BLACK \(/THE-COLLECTION/COHIBA-BLACK/\)](#)

[MACASSAR \(/THE-COLLECTION/COHIBA-MACASSAR/\)](#)

[NICARAGUA \(/THE-COLLECTION/COHIBA-NICARAGUA/\)](#)

[CONNECTICUT \(/THE-COLLECTION/CONNECTICUT/\)](#)

[ROYALE \(/THE-COLLECTION/ROYALE/\)](#)

[SPECTRE \(/THE-COLLECTION/SPECTRE/\)](#)

[THE COLLECTION \(/THE-COLLECTION/\)](#)

COHIBA BLACK

Substance meets style



An espresso of a cigar with a deep, lustrous wrapper, Cohiba Black consistently delivers rich, concentrated flavor. Made with tobaccos aged for at least three years, this is the go-to cigar for those who revel in the indulgent.

WRAPPER

Connecticut Broadleaf

BINDER

Connecticut Broadleaf

FILLER

Dominican (Piloto Cubano)

FRONTMARKS & SIZES:

- CHURCHILL 7x49
- GIGANTE 6x60
- SUPREMO 6x54
- ROBUSTO CRYSTAL 5.5x50
- CORONA 5.5x42
- PEQUENO 4.1875x36



FIND COHIBA BLACK (FIND COHIBA)

[CONNECT \(/CONNECT/\)](#)

[PRIVACY \(/PRIVACY-POLICY/\)](#) |

[TERMS \(/TERMS-OF-USE/\)](#) |

[CONTACT US \(/CONTACT-US/\)](#)

©2020 General Cigar

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease.

CONNECT (/CONNECT/)

BLUE (/THE-COLLECTION/BLUE/)

RED DOT (/THE-COLLECTION/RED-DOT/)

BLACK (/THE-COLLECTION/COHIBA-BLACK/)

MACASSAR (/THE-COLLECTION/COHIBA-MACASSAR/)

NICARAGUA (/THE-COLLECTION/COHIBA-NICARAGUA/)

CONNECTICUT (/THE-COLLECTION/CONNECTICUT/)

ROYALE (/THE-COLLECTION/ROYALE/)

SPECTRE (/THE-COLLECTION/SPECTRE/)

THE COLLECTION (/THE-COLLECTION/)

COHIBA NICARAGUA

A bold expression of strength and complexity



From the artisans of Cohiba comes the brand's first Nicaraguan cigar. Blended with the finest hand-selected leaves from the volcanic soils of Esteli and Jalapa, Cohiba Nicaragua is full in flavor and intricately balanced. This is a rich, creamy smoke peppered with bold notes of spice, ideal for any occasion that calls for a fine, handmade cigar.

WRAPPER
Colorado Oscuro

BINDER

Nicaraguan

FILLER

Nicaraguan

FRONTMARKS & SIZES:

- N60 6x60
- N54 5.5x54
- N50 EN CRYSTALE 5x50
- PEQUEÑOS 4.1875x36
- N45 4x45



[FIND COHIBA NICARAGUA \(/FIND-COHIBA/\)](#)

[CONNECT \(/CONNECT/\)](#)

[PRIVACY \(/PRIVACY-POLICY/\)](#) |

[TERMS \(/TERMS-OF-USE/\)](#) |

[CONTACT US \(/CONTACT-US/\)](#)

©2020 General Cigar

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease.

[CONNECT \(/CONNECT/\)](#)

THE COLLECTION

[BLUE \(/THE-COLLECTION/BLUE/\)](#)

[RED DOT \(/THE-COLLECTION/RED-DOT/\)](#)

[BLACK \(/THE-COLLECTION/COHIBA-BLACK/\)](#)

[MACASSAR \(/THE-COLLECTION/COHIBA-MACASSAR/\)](#)

[NICARAGUA \(/THE-COLLECTION/COHIBA-NICARAGUA/\)](#)

[CONNECTICUT \(/THE COLLECTION/CONNECTICUT/\)](#)

[ROYALE \(/THE-COLLECTION/ROYALE/\)](#)

[SPECTRE \(/THE-COLLECTION/SPECTRE/\)](#)



[CONNECT \(/CONNECT/\)](#)

BLUE

Luxury without the pretense

[VIEW DETAILS \(/THE-
COLLECTION/BLUE/\)](#)

RED DOT

A modern classic

[VIEW DETAILS \(/THE-COLLECTION/RED-DOT/\)](#)

[CONNECT \(/CONNECT/\)](#)


COHIBA BLACK

Substance meets style

[CONNECT \(/CONNECT/\)](#)

[VIEW DETAILS \(/THE-
COLLECTION/COHIBA-BLACK/\)](#)

COHIBA
MACASSAR

The pinnacle of luxury 

[CONNECT \(/CONNECT/\)](#)

[VIEW DETAILS \(/THE-COLLECTION/COHIBA-MACASSAR/\)](#)

COHIBA
NICARAGUA

A bold expression of strength and
complexity

[CONNECT \(/CONNECT/\)](#)

[VIEW DETAILS \(/THE-
COLLECTION/COHIBA-
NICARAGUA/\)](#)

CONNECTICUT

A shade above the rest

[VIEW DETAILS \(/THE-COLLECTION/CONNECTICUT/\)](#)

[CONNECT \(/CONNECT/\)](#)

ROYALE

For those who demand the finest

[CONNECT \(/CONNECT/\)](#)

[VIEW DETAILS \(/THE-
COLLECTION/ROYALE/\)](#)

SPECTRE

Pure mastery

[VIEW DETAILS \(/THE-COLLECTION/SPECTRE/\)](#)

[CONNECT \(/CONNECT/\)](#)

[PRIVACY \(/PRIVACY-POLICY/\)](#) |
[TERMS \(/TERMS-OF-USE/\)](#) |
[CONTACT US \(/CONTACT-US/\)](#)

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease

©2020 General Cigar

CONNECT (/CONNECT/)

BLUE (/THE-COLLECTION/BLUE/)

RED DOT (/THE-COLLECTION/RED-DOT/)

BLACK (/THE-COLLECTION/COHIBA-BLACK/)

MACASSAR (/THE-COLLECTION/COHIBA-MACASSAR/)

NICARAGUA (/THE-COLLECTION/COHIBA-NICARAGUA/)

CONNECTICUT (/THE-COLLECTION/CONNECTICUT/)

ROYALE (/THE-COLLECTION/ROYALE/)

SPECTRE (/THE-COLLECTION/SPECTRE/)

THE COLLECTION (/THE-COLLECTION/)

CONNECTICUT

A shade above the rest



Cohiba's thoughtful artisans begin this show-stopping blend with an impressive Ecuadorian Connecticut Shade wrapper. It's sophisticated and mellow flavor is anything but overwhelming. Next, the wrapper is thoughtfully merged with creamy Brazilian, Dominican, and Nicaraguan tobaccos, that add a necessary depth to the flavor profile. Lastly, the blend is finished off with a subtle, yet spicy Mexican binder giving this cigar a flavor profile that turns any smoking occasion into a celebration.

WRAPPER:

Ecuadorian Connecticut Shade

BINDER:

Mexican San Andres

FILLER:

Brazilian (Mata Fina), Dominican (Olor & Piloto Cubano), and Nicaraguan (Jalapa)

FRONTMARKS & SIZES:

- **TORO:** 6.5 x 52
- **GIGANTE:** 6 x 60
- **ROBUSTO:** 5.5 x 50
- **ROBUSTO TUBO:** 5 x 50



[FIND CONNECTICUT \(/FIND-COHIBA\)](#)

[CONNECT \(/CONNECT/\)](#)

[PRIVACY \(/PRIVACY-POLICY\)](#) |

[TERMS \(/TERMS-OF-USE\)](#) |

[CONTACT US \(/CONTACT-US\)](#)

©2020 General Cigar

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease.

[CONNECT \(/CONNECT/\)](#)

[BLUE \(/THE-COLLECTION/BLUE/\)](#)

[RED DOT \(/THE-COLLECTION/RED-DOT/\)](#)

[BLACK \(/THE-COLLECTION/COHIBA-BLACK/\)](#)

[MACASSAR \(/THE-COLLECTION/COHIBA-MACASSAR/\)](#)

[NICARAGUA \(/THE-COLLECTION/COHIBA-NICARAGUA/\)](#)

[CONNECTICUT \(/THE-COLLECTION/CONNECTICUT/\)](#)

[ROYALE \(/THE-COLLECTION/ROYALE/\)](#)

[SPECTRE \(/THE-COLLECTION/SPECTRE/\)](#)

[THE COLLECTION \(/THE-COLLECTION/\)](#)

COHIBA MACASSAR

The pinnacle of luxury



In a fitting tribute to the rare Indonesian Macassar ebony that adorns its box, the artisans of Cohiba selected only the finest leaves that meet the highest standards of taste and aesthetics for Cohiba Macassar. This super-premium expression is made solely of proprietary tobaccos, each aged for more than four years in Dominican rum barrels, refining their flavor to exquisitely nuanced notes of wood and spice.

WRAPPER

Connecticut Habano

BINDER

Connecticut Broadleaf

FILLER

Dominican, Nicaraguan

FRONTMARKS & SIZES:

- DOUBLE CORONA 7.25x54
- GIGANTE 6x60
- TORO GRANDE 6x52



[FIND COHIBA MACASSAR //FIND-COHIBA/](#)

[PRIVACY //PRIVACY-POLICY/](#) |[TERMS //TERMS-OF-USE/](#) |[CONTACT US //CONTACT-US/](#)

©2020 General Cigar

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease

[CONNECT \(/CONNECT/\)](#)

[BLUE \(/THE-COLLECTION/BLUE/\)](#)

[RED DOT \(/THE-COLLECTION/RED-DOT/\)](#)

[BLACK \(/THE-COLLECTION/COHIBA-BLACK/\)](#)

[MACASSAR \(/THE-COLLECTION/COHIBA-MACASSAR/\)](#)

[NICARAGUA \(/THE-COLLECTION/COHIBA-NICARAGUA/\)](#)

[CONNECTICUT \(/THE-COLLECTION/CONNECTICUT/\)](#)

[ROYALE \(/THE-COLLECTION/ROYALE/\)](#)

[SPECTRE \(/THE-COLLECTION/SPECTRE/\)](#)

[THE COLLECTION \(/THE-COLLECTION/\)](#)

ROYALE

For those who demand the finest



The artisans at Cohiba present, Royale, the epitome of luxury, an experience for those with extravagant tastes who only demand the finest. For this cigar, the craftsmen begin with the finest Nicaraguan broadleaf wrapper. It's rich, oily, and pure perfection. Next, the Nicaraguan wrapper is meticulously blended with full-bodied and sophisticated Nicaraguan, Dominican, and Honduran tobaccos. Finally, it's all brought together by the binder, an exquisite Piloto Cubano tobacco that culminates in the most finely-tuned smoking experience Cohiba has ever created.

WRAPPER. ¹
Nicaraguan Jalapa

BINDER:

Piloto Cubano

FILLER:

Nicaraguan, Dominican, and Honduran

FRONTMARKS & SIZES:

- TORO: 6 x 50
- ROBUSTO: 5.5 x 54
- GRAN: 4.5 x 52

[CONTACT US \(/CONTACT/\)](#)[FIND ROYALE \(/FIND-COHIBA/\)](#)[PRIVACY \(/PRIVACY-POLICY/\)](#) |[TERMS \(/TERMS-OF-USE/\)](#) |[CONTACT US \(/CONTACT-US/\)](#)

©2020 General Cigar

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease

[CONNECT \(/CONNECT/\)](#)

[BLUE \(/THE-COLLECTION/BLUE/\)](#)

[RED DOT \(/THE-COLLECTION/RED-DOT/\)](#)

[BLACK \(/THE-COLLECTION/COHIBA-BLACK/\)](#)

[MACASSAR \(/THE-COLLECTION/COHIBA-MACASSAR/\)](#)

[NICARAGUA \(/THE-COLLECTION/COHIBA-NICARAGUA/\)](#)

[CONNECTICUT \(/THE-COLLECTION/CONNECTICUT/\)](#)

[ROYALE \(/THE-COLLECTION/ROYALE/\)](#)

[SPECTRE \(/THE-COLLECTION/SPECTRE/\)](#)

[THE COLLECTION \(/THE-COLLECTION/\)](#)

SPECTRE

Pure mastery



Spectre is the answer for those who savor absolute perfection. For the 2019 edition of this release, Cohiba only produced a limited number of boxes, and the cigars were crafted by one artisan rolling and one bunching to ensure the highest quality possible. They start with an exquisite, extra-fermented Nicaraguan wrapper that's supple, rich and full of flavor. It's then brilliantly combined with the finest Brazilian, Nicaraguan, and Dominican filler tobaccos that have been carefully aged in rum barrels in order to enhance their natural

sweetness. Finally, the craftsmen have brought it all together with an exquisite 5+ year aged, wrapper-quality Connecticut Broadleaf binder proving that Spectre is pure mastery.

WRAPPER:

Extra-fermented Nicaraguan (Jalapa)

BINDER:

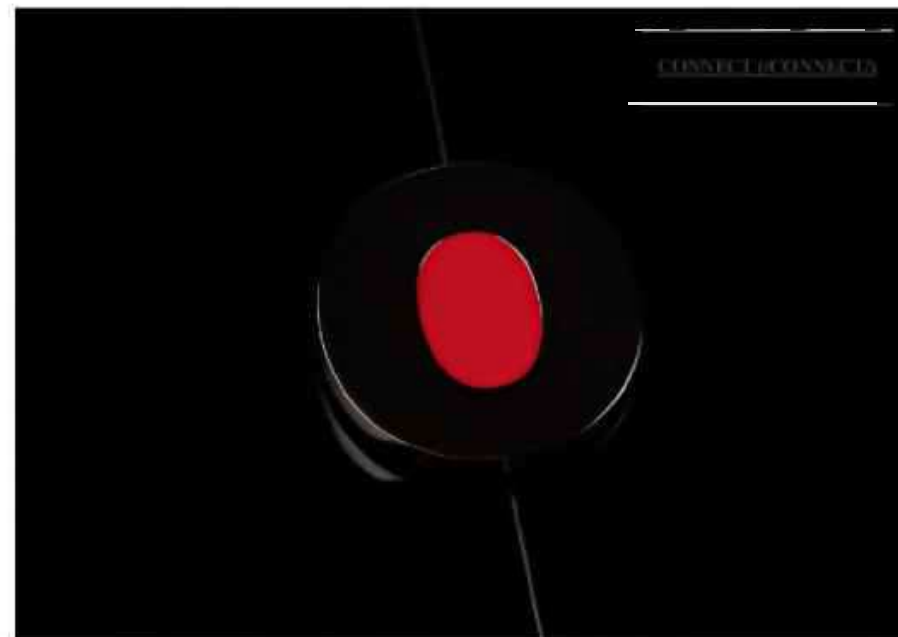
USA Connecticut Broadleaf

FILLER:

Brazilian (Mata Fina), Dominican (Piloto Cubano), and Nicaraguan (Estelí & Jalapa)

FRONTMARKS & SIZES:

- TORO: 6 x 49



[FIND SPECTRE \(/FIND-COhiba\)](#)

[CONNECT \(/CONNECT/\)](#)

[PRIVACY \(/PRIVACY-POLICY\)](#) |

[TERMS \(/TERMS-OF-USE\)](#) |

[CONTACT US \(/CONTACT-US\)](#)

©2020 General Cigar

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease.

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

-----	X	
EMPRESA CUBANA DEL TABACO, d.b.a.	:	
CUBATABACO,	:	
	:	
Petitioner,	:	
	:	Cancellation No. 92025859
v.	:	
	:	
GENERAL CIGAR CO., INC.,	:	
	:	
Respondent.	:	
	:	
-----	X	

Steven Abbot – Annex Z

[← Back to previous search](#)

COHIBA NICARAGUA

Cohiba Nicaragua is the brand's first cigar to be blended and handcrafted in Nicaragua. A luxurious expression of the flavor and complexity of Nicaraguan tobacco, Cohiba Nicaragua is made with the finest hand-selected leaves from Estelí and Jalapa, and crowned with a lustrous Colorado oscuro wrapper. Cohiba Nicaragua ushers in an entirely new dimension of taste to the Cohiba portfolio.

[f SHARE](#) [TWEET](#)

[View other Cohiba Cigars](#)



- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1



MEMBER REVIEWS

☆☆☆☆☆ out of 5 stars (0)

SORT BY: [Date Added - Newest to Oldest](#)

[Back to previous search](#)

COHIBA MACASSAR

Distant from even the most primitive modes of transportation, Indonesian Macassar is arguably the most difficult ebony in the world to procure and one of the world's most beautiful and exotic woods. In a fitting tribute to this extraordinary work of nature, the artisans of Cohiba have created Cohiba Macassar, a new collection that lends itself to extravagant smoking occasions as readily as it does to life's most treasured moments.

Cohiba Macassar brings forth nuanced notes of wood and spice. The flavor is distinctive and unmistakable, bearing subtle references to other blends in the Cohiba portfolio.

[f](#) SHARE [t](#) TWEET



[View other Cohiba Cigars](#)



CIGAR

WORLD

[PRODUCTS](#) | [ABOUT](#) | [CW MAGAZINE](#) | [EDUCATION](#) | [VIRTUAL HUMIDOR](#) | [ARTISANS](#) | [WHERE TO BUY](#) | [EVENTS](#) | [FORUMS](#)

[Back to previous search](#)

COHIBA PURO DOMINICANA

Heralded in Robb Report's 2009 "Best of the Best" list, Cohiba Puro Dominicana is made solely of proprietary Dominican tobaccos that are aged in tercios and charcoaled wooden barrels to enhance their natural flavor. This exquisite cigar has been masterfully blended to fulfill the luxury cigar smoker's desire for an expertly crafted cigar with a smooth, ultra-refined taste.



SHARE



TWEET

[View other Cohiba Cigars](#)



9

8

7

6

5

4

3

2

1

MEMBER REVIEWS

★★★★★ 4.6 out of 5 stars (5)

SORT BY: Date Added - Newest to Oldest

★★★★★ Review for Churchill

Written by raywknsn3 on July 28, 2012

This is the centerpiece to my collection, numero uno for me!!!!...save this one for special occasions

★★★★★ Review for Churchill

Written by Damond37 on July 26, 2012

The cohiba cigar is one of my favorites its a good cigar from damond 37

★★★★★ Review for Robusto

Written by Browndog on March 1, 2011

I had this cigar from an earlier box pass resting in the humidor. I had just received some girl scout cookies that we had bought from a neighbor's daughter. After having a couple of Samoas I lit up this cigar. What a great complement. The toasted coconut, caramel and chocolate of the cookie was echoed in the cigar. i washed both down with a Coors light while sitting outside on a warm Sunday evening. The cigar had a tremendous construction, burn and this was reflected also in the ash that clung on for ever. The ash was also nearly white. I had one of these before and didn't care for it. The time resting in the humidor really seems to have made a difference.

★★★★★ Review for Robusto

Written by YogiBaker66 on July 19, 2010

I have not tried too many Cohiba's because they are known for being full bodied and as a new cigar smoker, I don't want to jump in the deep-end without a life preserver. Anyway of my limited experience I find this one to be bold, earthy, spicy rich texture with velvety smoke. A cigar long on strength finesse and craftsman appeal. A well fermented binder and filler with a spicy oily wrapper. "Smoking hot escape niddled with decadence which forcefully pleases your palate."

Most Useful Review 0 people found this review useful

★★★★★ Review for Churchill

Written by billyhand_jr on April 24, 2009

A very nice and relaxing experince. you can let yourself drift without worry your cigar will be there when your ready.



<https://www.cigarworld.com/>

PRODUCTS (/PRODUCTS/) | ABOUT (/ABOUT/) | CW MAGAZINE (/CW-MAGAZINE/) | EDUCATION (/EDUCATION/) |
VIRTUAL HUMIDOR (/VIRTUAL-HUMIDOR/) | ARTISANS (/ARTISANS/) | WHERE TO BUY (/WHERE-TO-BUY/) | EVENTS (/EVENTS/) |
BRANDS FORUMS (/FORUMS/)

- ☐ Brioso
- ☐ CAO
- ☒ Cohiba (8)
- ☐ Don Tomás
- ☐ Dunhill
- ☐ El Rico Habano
- ☐ Excalibur
- ☐ Foundry
- ☐ Helix
- ☐ Hoyo de Monterrey
- ☐ La Gloria Cubana

HUMIDITY PACKS

ADVANCED SEARCH



VIRTUAL HUMIDOR

[Build and share your cigar collection.](#)



[\(/virtual-humidor/\)](/virtual-humidor/)

POST YOUR PHOTOS

[Show us your favorite cigar memories.](#)



[\(/photos/\)](/photos/)

FORUMS

[Get in on the discussion.](#)



[\(/forums/\)](/forums/)

HOME (/) | WHERE TO BUY (/WHERE-TO-BUY/) | CONTACT US (/CONTACT-US/) | SITEMAP ([HTTPS://WWW.CIGARWORLD.COM/SITE-MAP/](https://www.cigarworld.com/site-map/)) | SEARCH (/SEARCH/) | TERMS OF PARTICIPATION (/TERMS-OF-PARTICIPATION/) | PRIVACY POLICY (/PRIVACY-POLICY/)

© 2017 General Cigar Company Inc. All rights reserved.

@cigarworld (<http://twitter.com/cigarworld>)

SURGEON GENERAL WARNING:
Cigars Are Not A Safe Alternative
To Cigarettes

Subscribe to CW Magazine
Enter Email Here

[Back to previous search](#)

COHIBA

Cohiba cigars are synonymous with extravagant taste. Full in flavor, yet medium in strength, true cigar connoisseurs know Cohiba as one of the finest cigar brands in the U.S. market. Flawlessly handcrafted in the Dominican Republic, Cohiba boasts a Cameroon wrapper, a Jember binder, and a Dominican blend featuring three varieties of Cuban seed tobaccos. The result is a dimensional, slightly spicy indulgence.

 SHARE  TWEET



[View other Cohiba Cigars](#)



< Back to previous search

COHIBA COMADOR

Cohiba Comador is a super-premium cigar hand crafted in the Dominican Republic. Created by the master blenders of Cohiba and made of the world's finest tobaccos, Comador is a testament to the enduring art of cigar making, and a reward that promises indulgence and enjoyment.

VISIT COMADOR CIGAR.COM

 SHARE  TWEET

View other Cohiba Cigars



MEMBER REVIEWS

☆☆☆☆☆ out of 5 stars (0)

SORT BY:

Date Added - Newest to Oldest

[Back to previous search](#)

COHIBA BLACK

An espresso of a cigar with a gorgeous, well-oiled wrapper, Cohiba Black cigars boast a characteristic deep color and rich, concentrated flavor. This super premium collection is meticulously handcrafted in the Dominican Republic and is favored by discerning cigar connoisseurs who demand extravagant taste. It's fitting that Cohiba Black is a must-have for the seasoned enthusiast.

[f](#) SHARE [t](#) TWEET

[View other Cohiba Cigars](#)



MEMBER REVIEWS

★★★★★ 4.6 out of 5 stars (19)

SORT BY: Date Added - Newest to Oldest

★★★★★ super cohiba

Written by michaeldaske on February 18, 2013

I love this stick i try to have them on days that are very good ones or special days or events

Most Useful Review 1 people found this review useful

★★★★★ Review for Robusto Crystal

Written by PeteC1 on July 12, 2011

This is THE BEST cigar I have ever smoked.....and that includes Cuban Cohibas!!

★★★★☆ Review for Corona

Written by REDBULLDUKE2011 on July 2, 2011

I believe the name is what drives the price and it's far from worth the cost. very inconsistant as I've smoked many as the 1st. one I had I would have rated in the 90's now they all have their own little problem. uneven burn, can't draw, etc.

★★★★☆ Review for Corona

Written by william79 on June 13, 2011

I have smoked a couple now. These are a really nice cigar.

★★★★★ Review for Robusto Crystal

Written by bralick78 on February 24, 2011

Really great cigar. Keep up the great work!

★★★★★ Review for Churchill

Written by quo155 on October 12, 2010

This is another great cigar from the General! I had one these back when they came out..I loved it then. I recently tried another a few weeks ago and I am just as impressed now, as I was then. Also, something about the name of Cohiba..it's infamous...but this smoke held up to it's "fame".

★★★★★ Review for Supremo

Written by CHAONE on April 10, 2010

I have 1 (out of 5) humidor just for Cohibas. As soon as I'm down to only 2 or 3 I order another box. I also have the Black in a couple other sizes

★★★★☆ Review for Corona

Written by mesinc on March 21, 2010

Very nice cigar.

★★★★☆ Review for Corona

Written by TriMarkC on March 9, 2010

This was a beautiful cigar, with an unusual mottled but very dark black cigar.

★★★★★ Review for Churchill

Written by 2012dude on December 30, 2009

Excellent, and marvelous. Smooth flavor. Gentle on the palate. HIGHLY RECOMMENDED

MEMBER REVIEWS

★★★★☆ 4.6 out of 5 stars (19)

SORT BY: Date Added - Newest to Oldest

★★★★☆ Review for Supremo

Written by kestel on December 26, 2009

I love this Cohiba, although it's been hard to find at my local shop, at this size. A excellent smoke!

★★★★☆ Review for Robusto Crystal

Written by Browndog on March 22, 2009

One of the three cigars given to me by the hosts of this website at Christmas. Thank you again. It it has been resting in the humidor since then. Smoked it last week in Kansas City at The Outlaw Cigar Company store smoking lounge. Very nice cigar overall with a dark oily wrapper. Slightly firm draw due to its tightly rolled construction. This thing is packed with tobacco. As a result the ash hangs on for dear life. Very slow burning. A great smoke with great flavor.

★★★★☆ Review for Supremo

Written by bellfy11 on November 15, 2008

Enjoyed this cigar very much, definitely in my top 10.

★★★★☆ Review for Churchill

Written by arinker6513 on September 26, 2008

great cigar way to expensive than what it is worth its definatly a 10 dollar cigar at least but not a 13-17 at all i will give it high rates because it was one of the best maduro cigars ive smoked and had really good flavor i think it might have been because of the freshness of the cigar the shop just got it in and he opeaned the box i got one and smoked it not even 20 min latter nice give it a 9 nothins perfect

★★★★☆ Review for Supremo

Written by joec1267 on December 21, 2007

Smoked with firends at colleagues at a dinner. Very enjoyable smoke..definatly a keeper..

★★★★☆ Review for Robusto Crystal

Written by Anonymous user on December 9, 2007

The overall flavor is consistantly tropical, with a hint of bannana leaf and sea breeze. One of the better cigars I've experienced, never a negative moment during or after smoking.

★★★★☆ Review for Corona

Written by kestel on December 1, 2007

First one I've smoked excellent smoke.

☆☆☆☆☆ Review for Supremo

Written by skeevo on July 21, 2007

Well this was actually one of my first maduros.. Thanks to crossave :). Its an excellent cigar, it was really difficult not to give most catagories a 10. Because i wasnt used such a strong smoke the favor was a little more than i could handel at first but as it burned it got less harsh and much more smooth..i have to agree, a coffee type of blend. These have actually become my special occasion smoke. And the XV's are my regulars. As crossave said, Whole different ballgame.

☆☆☆☆☆ Review for Supremo

Written by crossave on July 18, 2007

Surprisingly smooth for such a dark wrapper. Sweet like the Partagas Black Label, but not as intensely sweet which is good. Complex flavors that do change throughout. Coffee, woody, leathery, very nice blend of tobaccos. But I'm prejudiced due to winning a box. I'm trying to pace myself to leave one in the humi for one year, 5 left and 5 months to go. Don't judge these against the original red dots. It's a whole new experience.

ABOUT CIGAR WORLD

Welcome to Cigar World, the premier website for cigar connoisseurs. Want to organize and rate your cigar collection for maximum enjoyment? Want to connect with fellow connoisseurs and trade comments on your favorite smokes? Visit our [Virtual Humidor](#), a unique interactive resource and [forum](#) for lovers of the leaf where you can do all that and more. And be sure to check out [CW Magazine](#), where you'll find a treasure trove of articles on how to get the most enjoyment out of your cigar loving lifestyle.



ABOUT GENERAL CIGAR

GENERAL CIGAR HISTORY

SOCIAL RESPONSIBILITY

PEOPLE OF GENERAL CIGAR

General Cigar Company is one of the world's foremost manufacturers and marketers of premium cigars. Our artisans in the Dominican Republic, Honduras, and Nicaragua are passionate about handcrafting our iconic products to maximize the cigar smoking experience. Our portfolio of acclaimed brands includes Macanudo, Cohiba, Partagas, La Gloria Cubana, CAO, Hoyo de Monterrey, Excalibur and Foundry.

With our size comes the resources that enable us to buy, age and store tobacco, and to operate three factories in each of the top cigar-making countries. As a result, our team of cigar masters can utilize an extremely broad base of tobacco in creating new blends, and we can move quickly to bring innovative new products to our consumers.

As part of our commitment to providing cigars of the finest quality, we cultivate new varieties of tobacco through our in-house research and development programs. Our joint venture with the Plasencia Group provides us with leaf growing, processing, and cigar making capabilities that enhance our activities in Honduras and Nicaragua. The Plasencia Group's highly regarded, family-owned operations encompass five cigar factories and more than 20,000 acres of tobacco farms.

We respond assertively to challenges facing the premium cigar category, working to protect the right to enjoy handmade cigars in this country. Members of our executive team are active in every major cigar industry association, and we have our own team of dedicated lobbyists on both the state and federal levels.

Our dedication to maintaining the integrity of the premium cigar category extends to our corporate social responsibility initiatives in the countries where our cigars are made. We provide our employees with an array of programs including literacy training, tuition assistance, health screenings and nutritional support.

We also own and operate Club Macanudo, a luxury cigar bar in New York City. The Club was established in 1996 and remains one of the country's most successful cigar bars. A mecca for cigar lovers, the Club has been featured on The Food Network, the Tonight Show with Jay Leno, USA Today, and many other leading publications.

For more information about General Cigar, please click on the additional tabs above, and visit the [Artisan](#) and [Product](#) sections.

This year General Cigar Company is celebrating our fifty-fifth anniversary, and the 48th anniversary of Macanudo, our most iconic brand. It's an exciting time for everyone involved in building our organization — from the artisans who craft our portfolio of cigars to the agronomists who care for the fields and plants, to our sales and marketing executives.

We have a rich and colorful history filled with people passionate about cigars. It begins with Ferdinand Kullman, a wine merchant who immigrated to the United States from Germany in 1848. After Anglicizing his last name to Cullman, Ferdinand not only continued his wine business but also expanded into making and selling cigars.

His son Joseph Cullman went to work as a tobacco merchant. In 1904, Joseph's son Joseph Jr. joined the family's tobacco business, now known as Cullman Brothers, and soon began developing Connecticut Shade tobacco from Cuban seed, a leaf that wraps many of the cigars in our expansive portfolio to this day.

In 1944, returning from Washington after a stint with the U.S. Treasury Department, Edgar Cullman Sr. became the first of the fourth generation family members to work at Cullman Brothers. At his father's insistence, he learned the business literally from the ground up, starting with tobacco cultivation and cigar rolling.

As the company grew and prospered, selling sought-after tobacco to cigar makers, Edgar Cullman felt the urge to make cigars. In 1960, he purchased General Cigar Company, the producer of White Owl, William Penn, Van Dyck and Robert Burns cigars.

In 1968, General Cigar acquired Temple Hall, a cigar factory in Jamaica, and its brand Macanudo. Although it's now the top-selling premium brand in the United States, at that time only small quantities of Macanudos had been produced for the British market. Penetrating the U.S. required much greater numbers of cigars, all made with meticulous attention to quality and consistency. The blend would have to be different, too.

Finally introduced to the U.S. market in 1971, the Macanudo cigar featured a new and unique blend of tobacco exclusively grown by General Cigar. The immediate popularity of the Macanudo brand set the trajectory for our success in the industry, while underscoring the importance of maintaining artisan quality. All of our Macanudo cigars are still hand-rolled one by one. And the brand's signature rounded crown remains a hallmark of every cigar crafted by our cigar makers in Santiago, Dominican Republic.

Shortly after the debut of Macanudo, General Cigar purchased the U.S. rights to Partagas cigars from the Cifuentes' family, who had made the legendary brand in Cuba until Fidel Castro took over. Ramon Cifuentes was elated at the chance to reestablish Partagas in the U.S., and his efforts helped secure a place for Partagas in American premium-cigar history.

In 1974, General Cigar hired Daniel Nunez, a young graduate of Texas A&M who was already making his mark on the industry. Núñez went on to become president and chief operating officer of General Cigar in 2005, a position he held until his retirement in 2009.

With Macanudo and Partagas secured, we continued to strategically add to our portfolio. In 1981, we received our first registration of the Cohiba trademark in the United States. In 1996, we opened America's premier bar, restaurant and cigar lounge: Club Macanudo in New York City. The Club continues to welcome A-list celebrities, athletes and cigar lovers alike, and remains a mainstay of New York's nightlife scene. In 1997, we acquired the leading Honduran cigar maker, Villazon & Company, and with it, the renowned brands Punch, Hoyo de Monterrey and Hoyo de Monterrey Excalibur.

Starting in 1992, our company began actively assisting employees in the Dominican Republic and Honduras. We currently underwrite numerous corporate citizenship initiatives in these countries, including continuing-education and literacy programs, and secure fruit, vegetables, dairy, and meat to sell to company employees at cost. In addition, we aid local schools by providing electricity and computers, and promote environmental stewardship with a dedicated reforestation program that grows mahogany and cedar trees to replenish the wood used in making our cigar boxes.

In 1999, we sold our mass-market cigar business to Swedish Match AB. In 1999, Swedish Match AB also purchased the La Gloria Cubana brand and the El Credito factory in Miami, bringing both under the aegis of General Cigar. In 2005, Swedish Match acquired General Cigar as a wholly owned subsidiary.

In March of 2010, our then-parent company Swedish Match signed an agreement with the family-owned Plasencia Group to create a new tobacco growing and procurement operation. This joint venture provides us with access to the Plasencia's highly regarded leaf growing, processing and cigar making operations in both Nicaragua and Honduras, while increasing our tobacco expertise and manufacturing flexibility.

In October 2010, we merged with Scandinavian Tobacco Group (STG) to form a global company focused on cigars. With the merger came our acquisition of CAO, and most recently, we also secured the rights to manufacture, market and distribute Dunhill cigars in the U.S. We are now one of the largest cigar companies in the world, employing professionals and artisans in the United States, the Dominican Republic, Honduras, and Nicaragua. We take pride in bringing innovation to a timeless art by introducing acclaimed premium cigars crafted from the finest tobaccos.

ABOUT GENERAL CIGAR

GENERAL CIGAR HISTORY

SOCIAL RESPONSIBILITY

PEOPLE OF GENERAL CIGAR

At General Cigar, we are proud to have what is arguably the most comprehensive corporate social responsibility program among those that exist within the premium cigar category.

Just as we are dedicated to cultivating tobacco and world-class cigars, we are also passionately committed to increasing the well-being of our employees, stimulating the economy and supporting both the people and environment of the Dominican Republic and Honduras.

Since 1984, our company has actively assisted the people of these countries through a variety of initiatives which are underwritten solely by our company. In fact, in the 32 years since these outreach initiatives began, we have continuously financed our socially-conscious programs without soliciting donations of any kind.

EDUCATION

We believe that education is the key to a better future so we allocate hundreds of thousands of dollars annually to support programs that increase literacy among employees and residents of the D.R. and Honduras, while also providing scholarships for our employees and providing complete funding for schools in both countries.

We began our "Literacy Initiative" in 2004, and today, this program remains one of our most unique corporate social responsibility endeavors. We underwrite the program, provide instructors and hold classes within our facilities. In this, our employees, as well as citizens who live in urban and rural areas surrounding the company's farms and factories are taught to read and write based on curriculum mandated by the Dominican and Honduran governments. Students who pass the course receive a diploma that is formally presented during an annual graduation ceremony, the most important event held by General Cigar in a given year. To date, more than 600 people have advanced under this program.

We are also very proud of our "Continuing Education" program which continues to offer a range of professional development courses designed to provide employees with additional skills and training relevant to jobs within the company. More than 4,000 employees have prospered under this program which boasts more than 50 unique areas of training, each developed in cooperation with technical education institutions in both countries.

Another component of our commitment to education is our support of continuing education for our employees. In a given year, approximately 30 employees are able to attend college or pursue advanced technical training, directly due to financial assistance from the company. As a result of this program, General Cigar currently employs more than 64 college graduates, with 16 of these employees holding master's degrees. In fact, all of our upper and middle management employees hold college degrees. This investment continues to make General Cigar one of the premium cigar category's most professionally and technically-advanced companies.

Under the "School Sponsorship" endeavor which was created in 1997, more than 2,500 students have benefitted from our support, which helps to broaden the scope of learning and ensure a better future for the children. Through this initiative, we provide broad-based financial support to four economically-challenged Dominican schools. We cover infrastructure costs, while also providing students with school supplies and sporting goods. We have also utilized this program to bring technology to remote urban areas by appointing the schools with modern computers.

HEALTH/WEEL BEING

We also dedicate considerable resources toward creating a better quality of life for our people. Health insurance, dental exams and blood pressure screenings are available for employees of both countries. In addition, we provide transportation, including new bicycles to employees and conducts intramural baseball and soccer leagues within our facilities.

For those employees who need assistance in paying for home repairs, we have a dedicated fund which allows employees to secure no-interest financing for home improvement projects. Over the last 32 years, this program has dramatically improved the quality of life for many employees and their families.

We also maintain a "Natural Disaster" fund which allows us to readily assist our employees and people who reside near our farms and factories with food, clean drinking water, necessities such as diapers and medical supplies as well as home repairs and shelter.

REFORESTATION/ENVIRONMENTAL PROTECTION

Protecting the environment and preventing pollution are tantamount to our commitment to tobacco cultivation. Perhaps the only cigar manufacturer to have its own reforestation program, we replenish cedar and mahogany trees to replace those that are depleted in making our cigar boxes. Each of our farms in the Dominican Republic and Honduras participates in the reforestation activities which are now part of our standard agricultural operations. To date, more than 35,000 trees have been replanted.

We are also pleased to have been recognized for being in compliance with "ISO 14001" standards which acknowledge our commitment to conducting our business in the utmost environmentally-friendly manner.

In addition to our Dominican and Honduran charitable initiatives, we donate to various charities in the United States, to benefit literacy initiatives, support members of the U.S. armed forces and their families, and provide funding for medical research and disease prevention.

We are currently exploring the expansion of our corporate social responsibility programs to Nicaragua, which is home to our CAO factory.

ABOUT GENERAL CIGAR

GENERAL CIGAR HISTORY

SOCIAL RESPONSIBILITY

PEOPLE OF GENERAL CIGAR



GENE RICHTER
Vice President
Sales



VICTORIA MCKEE JAWORSKI
Director of Public Relations



GUS MARTINEZ
Director of Marketing



ED MCKENNA
Senior Brand Manager

CIGAR WORLD



FEED CIGARS GROUPS



Follow Cohiba

**COHIBA
Black****4.63**
AVG. RATING

An espresso of a cigar with a gorgeous, well-oiled wrapper, Cohiba Black cigars boast a characteristic deep color and rich, concentrated flavor. This super premium collection is meticulously handcrafted in the Dominican Republic and is favored by discerning cigar connoisseurs who demand extravagant taste. It's fitting that Cohiba Black is a must-have for the seasoned enthusiast.

\$\$\$\$

[More Details](#)[Similar Cigars](#)[Recent Reviews](#)[Log In To Review](#)[Log In To See Who's Smoking](#)[BUY NOW](#)

CIGAR WORLD**FEED CIGARS GROUPS**

The ultimate, modern luxury cigar brand. Join a group looking for luxury and willing to share their ultimate smoking experience.

Join**RELATED CONTENT**

VIDEOS

SEARCH RETAILERS

Zip Code**Search****or**

Use Current Location

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD



FEED CIGARS GROUPS



December 5, 2019



SEARCH RETAILERS

Zip Code

Search

or

Use Current Location

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD



FEED CIGARS GROUPS

CIGAR  WORLDADD CIGAR WORLD
TO YOUR PHONE

SEARCH RETAILERS

Search

or

BUY ONLINE

[Cigars International](#)
[Thompson Cigar Company](#)
[Cigar.com](#)
[Atlantic Cigar Company](#)
[Best Cigar Prices](#)
[Famous Smoke Shop](#)
[Holt's Cigar Company](#)
[JR Cigars](#)
[Mike's Cigars](#)
[Neptune Cigar](#)



CIGAR WORLD**FEED CIGARS GROUPS****HOME****CONTACT US****TERMS OF PARTICIPATION****PRIVACY POLICY****SEARCH RETAILERS****Zip Code****Search****or****Use Current Location****BUY ONLINE**

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD



FEED CIGARS GROUPS



Follow Cohiba

COHIBA
Blue4.50
AVG. RATING

Cohiba is the ultimate modern luxury brand among cigar smokers, a cigar brand that represents the pinnacle of success for consumers looking to experience luxury. Cohiba Blue translates the quality and equity of Cohiba into an approachable, everyday cigar to bring consumers into the Cohiba franchise at an affordable price point. Cohiba Blue is a medium-to-full-bodied cigar built for those looking for a rich, smooth, and flavorful old-world smoking experience.

\$\$\$

More Details

Similar Cigars

Recent Reviews

Log In To Review

Log In To See Who's Smoking

BUY NOW

CIGAR WORLD**FEED CIGARS GROUPS**

The ultimate, modern luxury cigar brand. Join a group looking for luxury and willing to share their ultimate smoking experience.

Join**RELATED CONTENT**

ANNOUNCEMENTS

SEARCH RETAILERS

Zip Code**Search****or**

Use Current Location

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD**FEED CIGARS GROUPS****SEARCH RETAILERS****Zip Code****Search****or**

Use Current Location

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD**FEED CIGARS GROUPS****LEARN MORE**

SEARCH RETAILERS

Zip Code**Search****or**

Use Current Location

BUY ONLINE**Cigars International** **Thompson Cigar Company** **Cigar.com** **Atlantic Cigar Company** **Best Cigar Prices** **Famous Smoke Shop** **Holt's Cigar Company** **JR Cigars** **Mike's Cigars** **Neptune Cigar** 

CIGAR WORLD



FEED CIGARS GROUPS



Follow Cohiba

COHIBA
Connecticut**3.60**
AVG. RATING

For the first time ever, Cohiba introduces a Connecticut Shade wrapped release. The smoothest creation among a portfolio of luxury cigars.

\$\$\$\$

More Details

Similar Cigars

Recent Reviews

Log In To Review

Log In To See Who's Smoking

0 People Now Smoking

Google up image

BUY NOW

CIGAR WORLD



FEED CIGARS GROUPS



Join

RELATED CONTENT

REVIEWS

SEARCH RETAILERS

Zip Code

Search

or

Use Current Location

BUY ONLINE

- Cigars International
- Thompson Cigar Company
- Cigar.com
- Atlantic Cigar Company
- Best Cigar Prices
- Famous Smoke Shop
- Holt's Cigar Company
- JR Cigars
- Mike's Cigars
- Neptune Cigar



CIGAR WORLD



FEED CIGARS GROUPS



EVENTS

SEARCH RETAILERS

Zip Code

Search

or

Use Current Location

BUY ONLINE

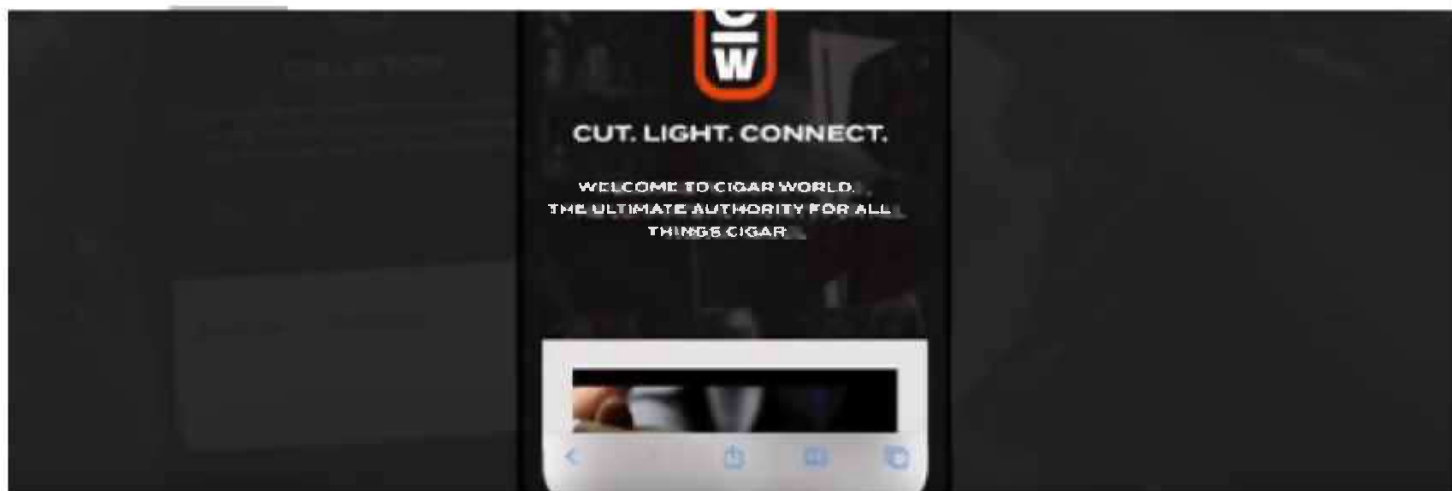
Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD**FEED CIGARS GROUPS****SEARCH RETAILERS****Zip Code****Search****or****Use Current Location****BUY ONLINE**

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD**FEED CIGARS GROUPS****SEARCH RETAILERS**

Zip Code

Search**or**

Use Current Location

BUY ONLINE**Cigars International****Thompson Cigar Company****Cigar.com****Atlantic Cigar Company****Best Cigar Prices****Famous Smoke Shop****Holt's Cigar Company****JR Cigars****Mike's Cigars****Neptune Cigar**

CIGAR WORLD**FEED CIGARS GROUPS****SEARCH RETAILERS****Zip Code****Search****or****Use Current Location****BUY ONLINE**

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



[Follow Cohiba](#)

COHIBA Macassar

4.21
AVG. RATING

In a fitting tribute to the rare Indonesian Macassar ebony that adorns its box, the artisans of Cohiba selected only the finest leaves that meet the highest standards of taste and aesthetics for Cohiba Macassar. This super-premium expression is made solely of proprietary tobaccos, each aged for more than four years in Dominican rum barrels, refining their flavor to exquisitely nuanced notes of wood and spice.

\$\$\$

[More Details](#)[Similar Cigars](#)[Recent Reviews](#)[Log In To Review](#)[Log In To See Who's Smoking](#)[BUY NOW](#)

CIGAR WORLD



FEED CIGARS GROUPS



The ultimate, modern luxury cigar brand. Join a group looking for luxury and willing to share their ultimate smoking experience.

[Join](#)

SEARCH REAILERS

[Search](#)

or

[Use Current Location](#)

BUY ONLINE

- [Cigars International](#)
- [Thompson Cigar Company](#)
- [Cigar.com](#)
- [Atlantic Cigar Company](#)
- [Best Cigar Prices](#)
- [Famous Smoke Shop](#)
- [Holt's Cigar Company](#)
- [JR Cigars](#)
- [Mike's Cigars](#)
- [Neptune Cigar](#)



CIGAR WORLD



FEED CIGARS GROUPS











CIGAR  WO RLDADD CIGAR WORLD
TO YOUR PHONE

SEARCH RETAILERS

Search

or

BUY ONLINE

[Cigars International](#) 
[Thompson Cigar Company](#) 
[Cigar.com](#) 
[Atlantic Cigar Company](#) 
[Best Cigar Prices](#) 
[Famous Smoke Shop](#) 
[Holt's Cigar Company](#) 
[JR Cigars](#) 
[Mike's Cigars](#) 
[Neptune Cigar](#) 



CIGAR WORLD**FEED CIGARS GROUPS****CIGAR WORLD****HOME****CONTACT US****TERMS OF PARTICIPATION****PRIVACY POLICY****SEARCH RETAILERS****Zip Code****Search****or****Use Current Location****BUY ONLINE**

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar

x

CIGAR WORLD



FEED

CIGARS

GROUPS



Follow Cohiba

COHIBA
Nicaragua**4.41**
AVG. RATING

Cohiba Nicaragua is the brand's first cigar to be blended and handcrafted in Nicaragua. A luxurious expression of the flavor and complexity of Nicaraguan tobacco, Cohiba Nicaragua is made with the finest hand-selected leaves from Esteli and Jalapa, and crowned with a lustrous Colorado oscuro wrapper. Cohiba Nicaragua ushers in an entirely new dimension of taste to the Cohiba portfolio.

\$\$\$

More Details

Similar Cigars

Recent Reviews

Log In To Review

Log In To See Who's Smoking

BUY NOW

CIGAR WORLD**FEED CIGARS GROUPS**

The ultimate, modern luxury cigar brand. Join a group looking for luxury and willing to share their ultimate smoking experience.

Join**RELATED CONTENT****REVIEWS****SEARCH RETAILERS****Zip Code****Search****or****Use Current Location****BUY ONLINE**

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD



FEED CIGARS GROUPS



Cohiba Nicaragua Cigar Review

April 25, 2020

SEARCH RETAILERS

Zip Code

Search

or

Use Current Location

BUY ONLINE

Cigars International

Thompson Cigar Company

Cigar.com

Atlantic Cigar Company

Best Cigar Prices

Famous Smoke Shop

Holt's Cigar Company

JR Cigars

Mike's Cigars

Neptune Cigar

x

CIGAR WORLD



FEED CIGARS GROUPS



SEARCH RETAILERS

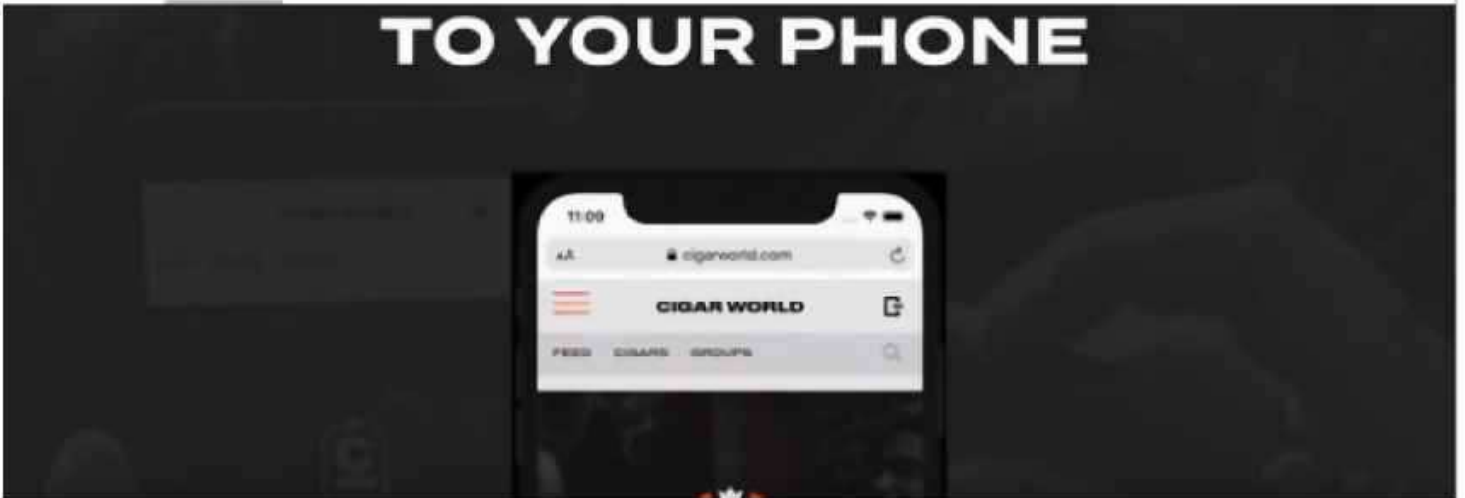
Search

or

BUY ONLINE

- Cigars International
- Thompson Cigar Company
- Cigar.com
- Atlantic Cigar Company
- Best Cigar Prices
- Famous Smoke Shop
- Holt's Cigar Company
- JR Cigars
- Mike's Cigars
- Neptune Cigar



CIGAR WORLD**FEED CIGARS GROUPS****TO YOUR PHONE****SEARCH RETAILERS****Zip Code****Search****or**

Use Current Location

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD**FEED CIGARS GROUPS****PRIVACY POLICY**

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease

© 2020 General Cigar Company Inc. All rights reserved.

SEARCH RETAILERS**Zip Code****Search****or**

Use Current Location

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD



FEED CIGARS GROUPS

[Follow Cohiba](#)**COHIBA**
Red Dot**4.49**
AVG. RATING

Cohiba cigars are synonymous with extravagant taste. Full in flavor, yet medium in strength, true cigar connoisseurs know Cohiba as one of the finest cigar brands in the U.S. market. Flawlessly handcrafted in the Dominican Republic, Cohiba boasts a Cameroon wrapper, a Jember binder, and a Dominican blend featuring three Cuban seed tobaccos. The result is a dimensional, slightly spicy indulgence.

\$\$\$

[More Details](#)[Similar Cigars](#)[Recent Reviews](#)[Log In To Review](#)[Log In To See Who's Smoking](#)[BUY NOW](#)

CIGAR WORLD**FEED CIGARS GROUPS**

The ultimate, modern luxury cigar brand. Join a group looking for luxury and willing to share their ultimate smoking experience.

Join**RELATED CONTENT**

ANNOUNCEMENTS

SEARCH RETAILERS

Zip Code**Search****or**

Use Current Location

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD



FEED CIGARS GROUPS



Cohiba Spectre CS19

December 13, 2019

by Cigar Dojo

EVENTS

SEARCH RETAILERS

Zip Code

Search

or

Use Current Location

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar



CIGAR WORLD



FEED CIGARS GROUPS



September 11, 2020, 9:00 PM EDT — September 11, 2020, 10:00 PM EDT



SEARCH RETAILERS

Zip Code

Search

or

Use Current Location

BUY ONLINE

[Cigars International](#)

[Thompson Cigar Company](#)

[Cigar.com](#)

[Atlantic Cigar Company](#)

[Best Cigar Prices](#)

[Famous Smoke Shop](#)

[Holt's Cigar Company](#)

[JR Cigars](#)

[Mike's Cigars](#)

[Neptune Cigar](#)

x

CIGAR WORLD



FEED CIGARS GROUPS



ADD CIGAR WORLD
TO YOUR PHONE

SEARCH RETAILERS

or

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar

CIGAR WORLD**FEED CIGARS GROUPS****CIGAR WORLD****HOME****CONTACT US****TERMS OF PARTICIPATION****PRIVACY POLICY****SEARCH RETAILERS****Zip Code****Search****or****Use Current Location****BUY ONLINE****Cigars International****Thompson Cigar Company****Cigar.com****Atlantic Cigar Company****Best Cigar Prices****Famous Smoke Shop****Holt's Cigar Company****JR Cigars****Mike's Cigars****Neptune Cigar**

[Follow Cohiba](#)

COHIBA Royale

4.71
AVG. RATING

Cohiba Royale is the epitome of luxury. Like a handcrafted Swiss watch, Cohiba Royale is a finely-tuned, meticulously- crafted, and precise blend for those with extravagant tastes and who demand only the finest.

It starts with a beautiful, Nicaraguan broadleaf wrapper grown in the remote Jalapa Valley – considered one of the most prized tobacco growing areas in the world. The valley offers a rare combination of a moist microclimate, high elevation, and reddish-brown soil all contributing to an elegant tobacco that is very flavorful and unique due to the rich and complex aroma it creates. The binder is Piloto Cubano, delivering a complexity and style suited for a rich, flavorful, and distinctive final product. Lastly, the fillers are a combination of tobaccos hailing from renowned regions such as Estelí and Jamastrán which provide a dark and rich flavor profile and strong, full-bodied smoking experience.

\$\$\$\$[More Details](#)[Similar Cigars](#)[Recent Reviews](#)[BUY NOW](#)

CIGAR WORLD**FEED CIGARS GROUPS**

51 people now smoking

GROUPS

Cohiba

The ultimate, modern luxury cigar brand. Join a group looking for luxury and willing to share their ultimate smoking experience.

Join

SEARCH RETAILERS

Zip Code**Search****or**

Use Current Location

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar

x

BUY NOW

CIGAR WORLD



FEED CIGARS GROUPS



Cohiba Royale Cigar Review



September 3, 2020

by Smoke n' Lead

SEARCH RETAILERS

Search

or

BUY ONLINE

Cigars International

Thompson Cigar Company

Cigar.com

Atlantic Cigar Company

Best Cigar Prices

Famous Smoke Shop

Holt's Cigar Company

JR Cigars

Mike's Cigars

Neptune Cigar

x

BUY NOW

CIGAR WORLD**FEED CIGARS GROUPS****A Nightcap with Cohiba**

April 3, 2020, 9:00 PM EDT — April 3, 2020, 10:00 PM EDT

EVENTS**SEARCH RETAILERS****Zip Code****Search****or**

Use Current Location

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar

**BUY NOW**

CIGAR WORLD**FEED CIGARS GROUPS**

SEARCH RETAILERS

Zip Code**Search****or**

Use Current Location

BUY ONLINE

Cigars International
Thompson Cigar Company
Cigar.com
Atlantic Cigar Company
Best Cigar Prices
Famous Smoke Shop
Holt's Cigar Company
JR Cigars
Mike's Cigars
Neptune Cigar

**BUY NOW**

CIGAR WORLD**FEED CIGARS GROUPS**

SEARCH RETAILERS

Search**or**

Use Current Location

BUY ONLINE

Cigars International

Thompson Cigar Company

Cigar.com

Atlantic Cigar Company

Best Cigar Prices

Famous Smoke Shop

Holt's Cigar Company

JR Cigars

Mike's Cigars

Neptune Cigar

**BUY NOW**

CIGAR WORLD



FEED CIGARS GROUPS



SEARCH RETAILERS

Search

or

Use Current Location

BUY ONLINE

Cigars International

Thompson Cigar Company

Cigar.com

Atlantic Cigar Company

Best Cigar Prices

Famous Smoke Shop

Holt's Cigar Company

JR Cigars

Mike's Cigars

Neptune Cigar



BUY NOW

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

-----	X	
EMPRESA CUBANA DEL TABACO, d.b.a.	:	
CUBATABACO,	:	
	:	
Petitioner,	:	
	:	Cancellation No. 92025859
v.	:	
	:	
GENERAL CIGAR CO., INC.,	:	
	:	
Respondent.	:	
	:	
-----	X	

Steven Abbot – Annex AA

Filed Under Seal